

## AMENDMENT TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of claims:

1-58. (Canceled)

59. (Currently Amended) A consumer loyalty program system comprising:

a distribution system ~~to distribute~~ for selecting a most-valued consumer from a plurality of consumers based on a retail store's gross profit margin on the purchases made by individual ones of the plurality of consumers and for causing a recurring cash value benefit to be distributed to the a most-valued consumer after their selection from the plurality of consumers, the cash value benefit to be used at the a retail store; and

a point-of-sale device associated with the retail store for accepting the distributed, recurring cash value benefit as a method of payment for one of goods and services;

~~wherein the most-valued consumer is selected from a plurality of consumers based on the retail store's gross profit margin on the purchases made by individual ones of the plurality of consumers.~~

60-62. (Canceled)

63. (Previously Presented) The system as recited in claim 59, wherein the recurring cash value benefit has the form of a paycheck.

64. (Currently Amended) The system as recited in claim 59, wherein the recurring cash value benefit is distributed to the most-valued consumer after their selection from the plurality of consumers periodically on a monthly basis.

65. (Currently Amended) The system as recited in claim 59, wherein the recurring cash value benefit is distributed to the most-valued consumer after their selection from the plurality of consumers periodically on a quarterly year basis.

66. (Previously Presented) The system as recited in claim 59, wherein the distribution system distributes the recurring cash value benefit via the Internet.

67. (Previously Presented) The system as recited in claim 59, wherein the distribution system distributes the recurring cash value benefit via an email message.

68. (Previously Presented) The system as recited in claim 59, wherein the point-of-sale device is located within the retail store.